

Case Study 14: Standby Campaign 'Off. Really off?

Germany

Summary

In 2000, the Energiestiftung Schleswig Holstein, in cooperation with a marketing agency and the Deutsche Bundesstiftung Umwelt (DBU), started a campaign to address stand-by consumption of household appliances that make up a significant share of household electricity consumption. The campaign was called *Aus. Wirklich aus?* (Off. Really off?) and was meant to be a pilot project for a larger, country-wide campaign.

The campaign was based on a two-pronged strategy, based on mass media on the one hand and appliance retailers on the other hand. There was a mass media campaign, mainly in newspapers and radio spots, backed up by a cinema spot. More detailed information was available via the internet or through a brochure. The mass media campaign advised people to get in touch with their local retailer to find out more about how to reduce standby consumption. These were the second pillar of the campaign. Retailers should become aware of the increasing stand-by consumption and be able to advise their customers on this issue.



Especially using a mass media campaign for "energy saving" as a product was an innovative approach. The focus of the campaign was on the financial savings that could be achieved and psychological motives of consumers to be 'in control' of their consumption. A detailed evaluation of the campaign concluded that the campaign was relatively effective, both in terms of awareness and action.

Lessons learned

1. The campaign was based on professional mass marketing,
2. The campaign went beyond the niche of eco-marketing, but aimed at selling efficiency like a product, focusing on economic and psychological aspects of standby-losses and using a 'fun message'.
3. The success of the campaign can partly be attributed to the large secondary media coverage that was triggered by the campaign, and a reminder campaign.
4. The campaign focused on a specific problem, i.e. did not address climate change or energy efficiency in general, but standby power. This made it easier to convey the problem and possible solutions.
5. At the same time, within this focus area, the campaign used an integrated approach in the sense that it was based on a two-pronged strategy, targeting both consumers and retailers and coordinating different elements.